



KSHB-TV

# ORDER

Print Date 11/01/12 Page 1 of 4

Flight Dates **10/17/12-10/29/12**

Contract / Revision **314796 /**

Original Date / Revision  
10/31/12 10/31/12

Advertiser **Majority PAC**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Product

Majority Pac

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **2093-SMP MO 10.16-10.29**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 24% Market Value 295833

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	76%	224833
WDAF	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	91	\$58,097.50	\$68,350.00	0.00	10/01/12	10/28/12	91	\$58,097.50	\$68,350.00
November 2012	4	\$2,252.50	\$2,650.00	0.00	10/29/12	10/29/12	4	\$2,252.50	\$2,650.00
<b>Totals</b>	<b>95</b>	<b>\$60,350.00</b>	<b>\$71,000.00</b>	<b>0.00</b>					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	10/17/12	10/29/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	2	\$250.00	P-1	0.00 NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	M-WTF--		2			\$250.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--		2			\$250.00		0.00			
2	KSHB	10/17/12	10/29/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	2	\$550.00	P-1	0.00 NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	M-WTF--		2			\$550.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--		2			\$550.00		0.00			
3	KSHB	10/17/12	10/29/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	2	\$650.00	P-1	0.00 NM	4	\$2,600.00



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Contract / Revision **314796** Flight Dates **10/17/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:30:00

Advertiser **Majority PAC**

Product **Majority Pac**

Estimate # **2093-SMP MO 10.16-10.29**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
3	KSHB	10/17/12	10/29/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	2	\$650.00	P-1	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					2	\$650.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$650.00		0.00			
4	KSHB	10/17/12	10/28/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$250.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					1	\$250.00		0.00			
5	KSHB	10/17/12	10/28/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$300.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					1	\$300.00		0.00			
6	KSHB	10/17/12	10/28/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$350.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$350.00		0.00			
7	KSHB	10/17/12	10/28/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$300.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$300.00		0.00			
8	KSHB	10/17/12	10/29/12	Today Show II Today Show II	CM	9-10a	MTWTF--	:30	3	\$350.00	P-1	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					3	\$350.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$350.00		0.00			
9	KSHB	10/17/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					2	\$250.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$250.00		0.00			
10	KSHB	10/17/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$225.00	P-1	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					3	\$225.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$225.00		0.00			
11	KSHB	10/17/12	10/29/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	2	\$150.00	P-1	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					2	\$150.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$150.00		0.00			
12	KSHB	10/17/12	10/29/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	2	\$150.00	P-1	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					2	\$150.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$150.00		0.00			
13	KSHB	10/17/12	10/29/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	2	\$400.00	P-1	0.00	NM	4	\$1,600.00



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Contract / Revision **314796** Flight Dates **10/17/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:30:00

Advertiser **Majority PAC**

Product **Majority Pac**

Estimate # **2093-SMP MO 10.16-10.29**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
13	KSHB	10/17/12	10/29/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	2	\$400.00	P-1	0.00 NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	M-WTF--		2			\$400.00		0.00			
	Week:	10/23/12	10/29/12	MTWTF--		2			\$400.00		0.00			
14	KSHB	10/17/12	10/29/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	2	\$425.00	P-1	0.00 NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	M-WTF--		2			\$425.00		0.00			
	Week:	10/23/12	10/29/12	MTWTF--		2			\$425.00		0.00			
15	KSHB	10/17/12	10/29/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	3	\$650.00	P-1	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	M-WTF--		3			\$650.00		0.00			
	Week:	10/23/12	10/29/12	MTWTF--		2			\$650.00		0.00			
16	KSHB	10/17/12	10/29/12	Nightly News Nightly News	CM	530-6p	MTWTF--	:30	2	\$2,700.00	FX	0.00 NM	4	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	M-WTF--		2			\$2,700.00		0.00			
	Week:	10/23/12	10/29/12	MTWTF--		2			\$2,700.00		0.00			
17	KSHB	10/17/12	10/29/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	2	\$1,200.00	FX	0.00 NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	M-WTF--		2			\$1,200.00		0.00			
	Week:	10/23/12	10/29/12	MTWTF--		2			\$1,200.00		0.00			
18	KSHB	10/17/12	10/28/12	NBC Action News at 5p <del>\$2M</del> NBC Action News at 5p Sa		5-530p	-----S-	:30	1	\$400.00	P-1	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	KSHB	10/15/12-10/21/12	NBC Action News at 5p Sa		5-530p	-----Sa--	:30		<del>(\$400.00)</del>		0.00 NM		
	Credited													
	Week:	10/22/12	10/28/12	-----S-		1			\$400.00		0.00			
19	KSHB	10/17/12	10/28/12	NBC Action News at 5p <del>\$1M</del> NBC Action News at 5p Su		5-530p	-----S	:30	1	\$400.00	P-1	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1			\$400.00		0.00			
	Week:	10/22/12	10/28/12	-----S		1			\$400.00		0.00			
20	KSHB	10/17/12	10/28/12	NBC Action News at 6p <del>\$2M</del> Sa 6-630p		6-630p	-----S-	:30	1	\$450.00	P-1	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$450.00		0.00			
	Week:	10/22/12	10/28/12	-----S-		1			\$450.00		0.00			
21	KSHB	10/17/12	10/29/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	2	\$850.00	P-3	0.00 NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	M-WTF--		2			\$850.00		0.00			
	Week:	10/23/12	10/29/12	MTWTF--		2			\$850.00		0.00			
22	KSHB	10/22/12	10/22/12	Monday Prime A Voice	CM	7-8p	M-----	:30	1	\$4,500.00	P-1	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1			\$4,500.00		0.00			



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Contract / Revision **314796** Flight Dates **10/17/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:30:00

Advertiser **Majority PAC**

Product **Majority Pac**

Estimate # **2093-SMP MO 10.16-10.29**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
23	KSHB	10/23/12	10/23/12	Tuesday Prime A Voice	CM	7-8p	- T - - - -	:30	1	\$4,200.00	P-1	0.00	NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T - - - -					1	\$4,200.00		0.00			
24	KSHB	10/23/12	10/23/12	Tuesday Prime B Tuesday Prime B	CM	8-9p	- T - - - -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T - - - -					1	\$1,500.00		0.00			
25	KSHB	10/23/12	10/28/12	Wednesday Prime B Wednesday Prime B	CM	8-9p	- - W - - -	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - W - - -					1	\$1,400.00		0.00			
26	KSHB	10/23/12	10/28/12	Thursday Prime C Thursday Prime C	CM	9-10p	- - - T - -	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - T - -					1	\$1,500.00		0.00			
27	KSHB	10/17/12	10/29/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF - -	:30	2	\$1,300.00	P-1	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M- WTF - -					2	\$1,300.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF - -					2	\$1,300.00		0.00			
28	KSHB	10/17/12	10/28/12	Sa Late News Late News Sa	CM	10-1030p	- - - - - S-	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S-					1	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	- - - - - S-					1	\$1,000.00		0.00			
29	KSHB	10/17/12	10/28/12	Su Late News Late News Su	CM	Late News Su	- - - - - S	:30	1	\$1,300.00	P-1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S					1	\$1,300.00		0.00			
		Week: 10/22/12	10/28/12	- - - - - S					1	\$1,300.00		0.00			
30	KSHB	10/17/12	10/29/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF - -	:30	2	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M- WTF - -					2	\$400.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF - -					2	\$400.00		0.00			
31	KSHB	10/17/12	10/28/12	Sa 1030p-12a Saturday Night Live	CM	1030p-12a	- - - - - S-	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S-					1	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	- - - - - S-					1	\$1,000.00		0.00			
32	KSHB	10/17/12	10/28/12	NFL PreGame FNIA Football Night in America	CM	6p-715p	- - - - - S	:30	1	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S					1	\$1,500.00		0.00			
		Week: 10/22/12	10/28/12	- - - - - S					1	\$1,500.00		0.00			
													Totals	95	\$71,000.00